

The Capital/Saratoga Region Rebuild Challenge

Here is the Challenge:

How do building owners commit to energy efficiency improvements for their buildings within the Capital/Saratoga Region Energy Target Zone?

Keep in mind:

- Most buildings in the zone consist of a small commercial business with a residential component
- Building owners and business lack the financial wherewithal for energy efficiency improvements and façade make over
- The Central Business Improvement District Manager is receptive to the idea of energy efficiency improvements for buildings, is participating with Rebuilds initiative, but is sluggish to simple requests

Background:

The United States Department of Energy (DOE) and the New York State Energy Research and Development Authority (NYSERDA) are sponsoring the Rebuild America/Rebuild New York Community initiative. NYSERDA has awarded the Environmental Business Association of New York State, Inc. (EBA/NYS) a Rebuild America/Rebuild New York Community contract covering Albany, Schenectady, Rensselaer and Saratoga Counties.

This C/SR Rebuild project has concentrated its efforts within an “Energy Target Zone”, a half-mile strip along Central Ave. (US Route 5) in Albany, New York. The EBA/NYS and NYSERDA are currently working with the Central Business Improvement District, a 501 C3 organization that is located within the Energy Target Zone on Central Ave. The Central BID is there to assist building owners, small business and commercial enterprise with economic development, infrastructure improvements and building related upgrades in an effort to bring more commerce to this depressed area.

Completed so far Rebuild:

- Working with the Central BID manager on a regular basis. This includes regular contact and meetings
- Met with the Central BID board of directors
- Included the Central BID in the partnership; signed on voluntarily and believes that Rebuild can benefit business and consumers
- Included the Albany City Industrial Development Agency in the partnership
- Opened the door for participation of the C/SR Partnership at meetings with the Central BID
- Working on development local building demonstration projects within the Energy Target Zone
- Meeting individually with building owners.
- Identified a large Low-Income Multi-Family Building within the zone that will receive energy efficiency services that will act as an anchor project.

Rebuild is about to do:

- Mail a letter to each business and building owner within the zone asking for building owners to participate in a demonstration project.
- We are currently working on development of marketing tools that can help promote the Rebuild effort.
- Promote the project on local media stations
- Promote the Rebuild Energy Target Zone concept within other communities in order to enhance the Rebuild Energy Target Zone Concept.

What does not work for Rebuild?

- Activities conducted by Rebuild within the zone without adequate support from local organizations and government
- Building owners will not commit to energy efficiency projects without financial incentives, conduits and resources for project development
- Having a sluggish Central Business Improvement District Manager working with Rebuild on the zone.